

IMPACT

Public Information Program

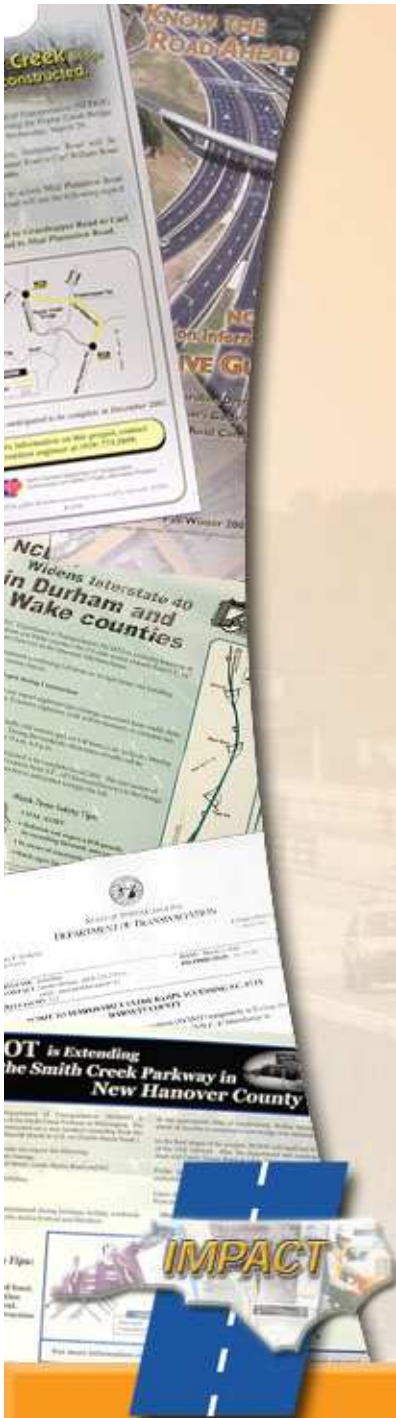


Public Information Program



What is it?

- NCDOT's Public Information Program for road construction.
- Developed in the early 90's

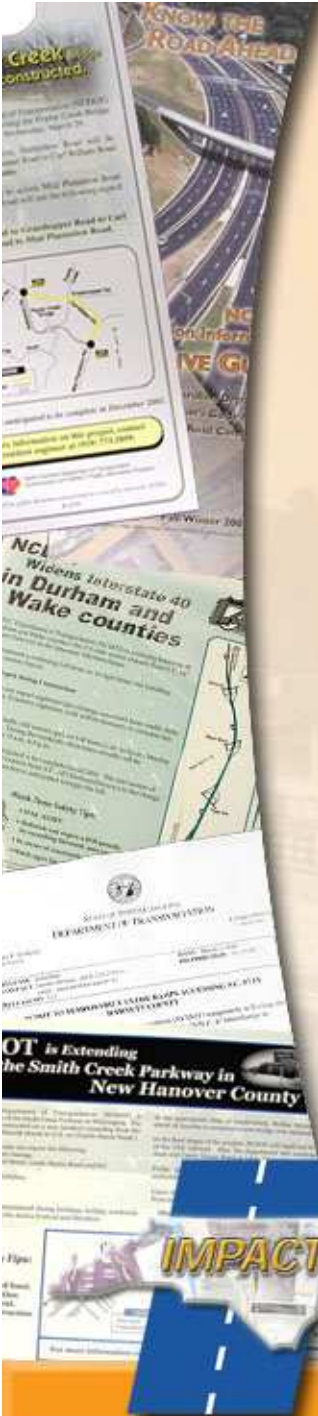


Public Information Program





Information Management Public Affairs Construction & Traffic Control

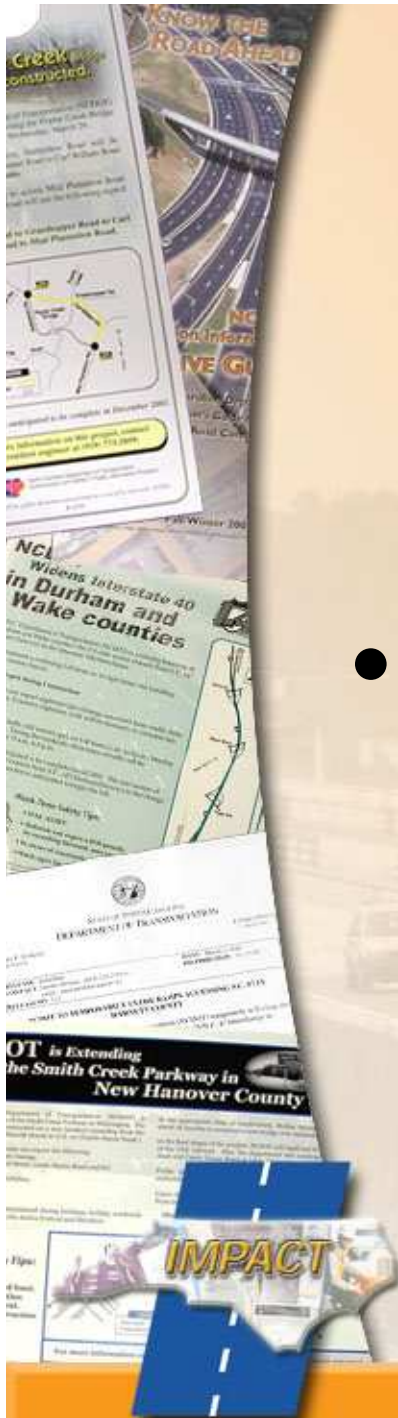


Public Information Program



What does it offer?

- Communication solutions for all types of road construction.

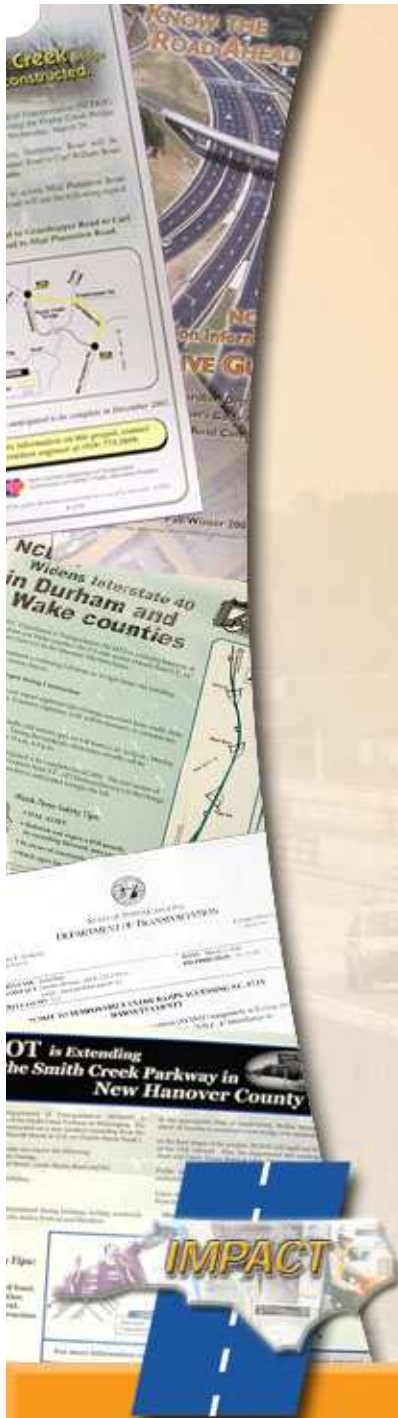


Public Information Program



Goals of **IMPACT**

- Promote safety in the work zone.
- Proactively inform the public of impacts from construction.
- Provide exceptional customer service.

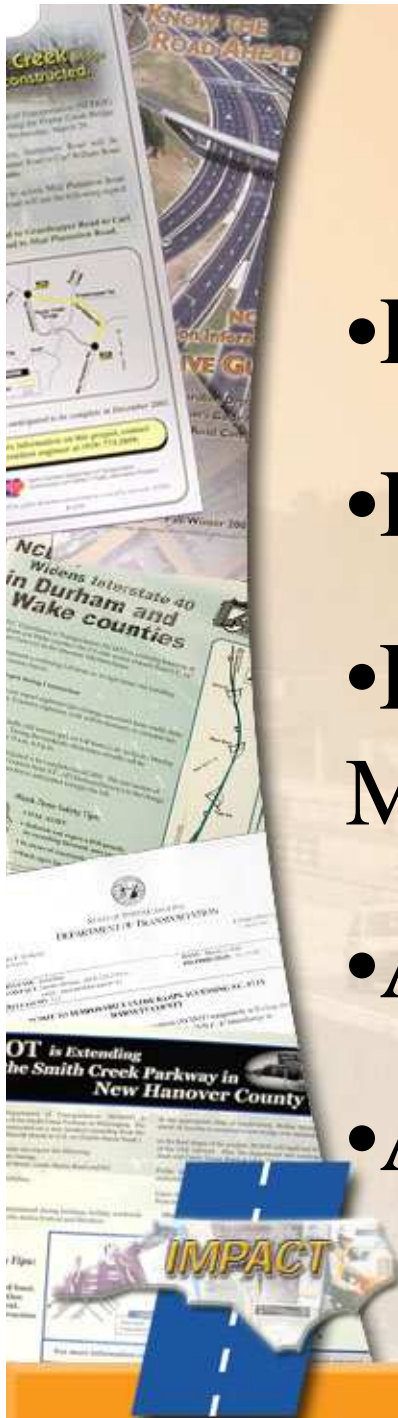


Public Information Program



IMPACT Responsibilities:

- Produce & distribute fliers
- Release advisories to the media
- Facilitate Construction Information Meetings
- Answer customer service emails
- Answer media calls

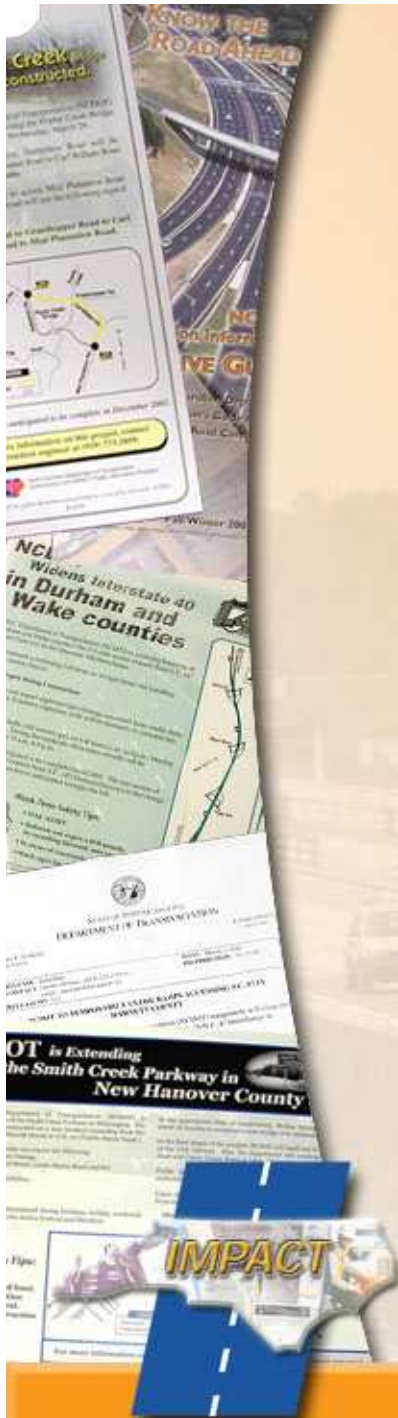


Public Information Program



Effective strategies to reach the public:

- News Releases
- Brochures, Fliers & Posters
- Meetings
- News Stories or Interviews



IMPACT...

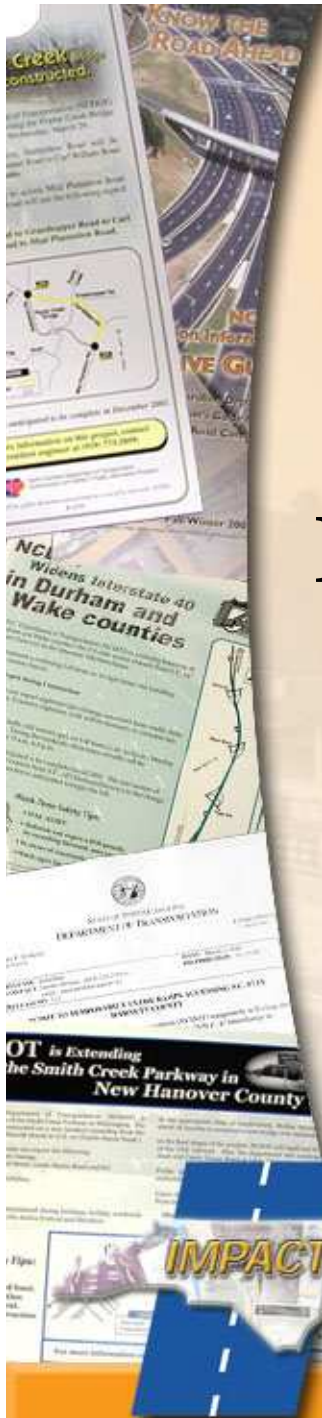
- Keeps the public informed
- Makes work zones safer
- Strives for satisfaction



Public Information Program



Efforts for the Clayton Bypass in Wake and Johnston Counties



Public Information Program



Before the project began, IMPACT:

- Planned and implemented a Construction Information meeting.
- NCDOT personnel gave area residents an overview of the project and impacts of the project at the CIM.
- At the meeting, residents were able to ask NCDOT personnel questions. Also, residents were able to sign-up for email updates.



During the project, IMPACT:

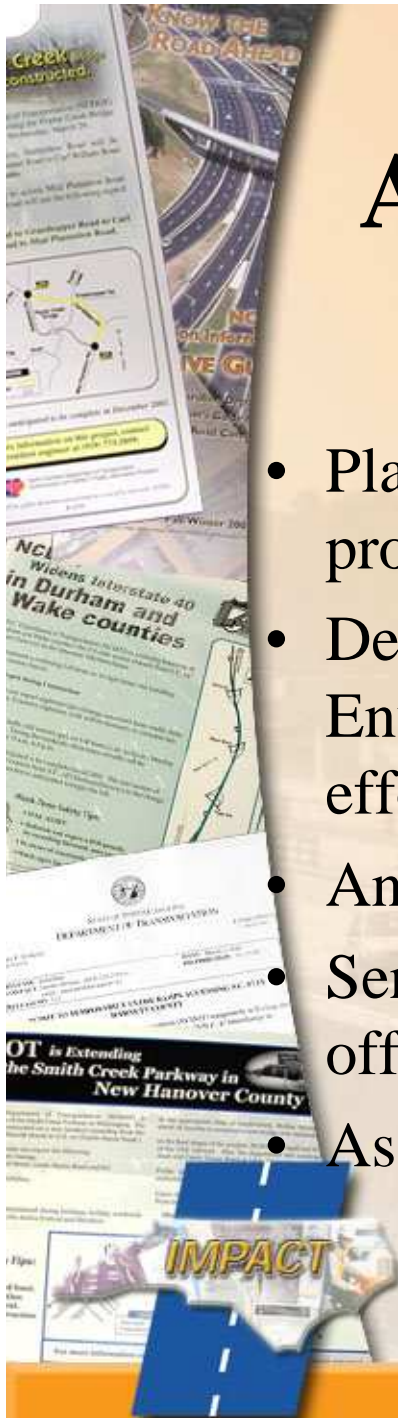
- Developed and updated a Project Web site that featured an overview of the project and detailed impacts on area roads.
- Attended monthly safety meetings.
- Sent out periodic updates about upcoming work to residents that signed up to receive project information.
- Sent out press releases to announce traffic shifts or road closings.
- Answered media calls, customer service calls and emails.

Public Information Program



At the end of construction, IMPACT:

- Planned a media tour to high light positives of the project.
- Developed a hand-out for the media high lighting the Environmental Stewardship on the project and the ITS efforts.
- Answered media calls.
- Sent out the “opening press release” once the project officially opened to traffic.
- Assisted with and attended the Ribbon Cutting.



Public Information Program





Tammy Stewart
IMPACT Team Leader

Hollie Allen
**Information & Communication
Specialist**

Statewide ITS Operations
(919) -233-9331



Public Information Program